

## Message Text

UNCLASSIFIED

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73

ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 CIAE-00 INR-10 NSAE-00 RSC-01

DRC-01 /028 W

----- 081850

R 082107Z MAY 74

FM AMEMBASSY TEGUCIGALPA

TO USDOC WASHDC

INFO SECSTATE WASHDC 7035

UNCLAS TEGUCIGALPA 1945

E.O. 11652: N/A

TAGS: BEXP, HO

SUBJ: PARTIAL WTDR: LOVABLE DE HONDURAS, S. A.

REF: REQUEST BY FCIA-1555 (11/14/73); A188 (1/8/73); TEG 1840  
(5/2/74); TEG 1875 (5/3/74)

1. ADDRESS: P.O. BOX 181; AVENIDA NEW ORLEANS 162, SAN PEDRO SULA,  
HONDURAS. CABLE: LOVABLE. PHONE: 52-32-54 AND 52-34-13.  
OFFICER: JUAN M. CANAHUATI, PARTNER AND MANAGER.

2. LARGE FIRM ESTABLISHED 1965; EMPLOYS 112; 7 SALES; MANUFACTURER,  
EXPORTER, DISTRIBUTOR OF BRASSIERES AND OTHER LADIES' UNDERWEAR.  
FIRM IS AFFILIATED WITH AND HAS CONTRACT FOR THE MANUFACTURE UNDER  
LICENSE WITH LOVABLE BRASSIERE CO., INC., ATLANTA, GA. SELLS  
THROUGHOUT HONDURAS AND EXPORTS TO U.S.

3. FINANCIAL AND TRADE REFERENCES: N/A.

4. FOREIGN FIRMS REPRESENTED: LOVABLE BRASSIERE CO., INC., 2400  
PIEDMONT RD., N.E., ATLANTA, GA.

5. THIS FIRM IS A CORPORATION SET UP AS A JOINT VENTURE BETWEEN  
LOVABLE OF ATLANTA, GA., AND JUAN M. CANAHUATI OF SAN PEDRO SULA.  
SOURCES GIVE VARYING AMOUNTS OF U.S. PARTICIPATION RANGING  
BETWEEN 50 AND 71 PER CENT OF THE SHARES. THE FIRM IS  
LOCATED IN ITS OWN MODERN BUILDING AND UTILIZES MODERN U.S.  
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EQUIPMENT AND MANUFACTURING TECHNIQUES. PURCHASES OF MAJOR

EQUIPMENT OR MACHINERY WOULD HAVE TO BE ARRANGED THROUGH THE  
U.S. COMPANY ALTHOUGH SUPPLIES AND LESS COSTLY EQUIPMENT CAN  
BE IMPORTED DIRECTLY BY THE HONDURAN AFFILIATE.

6. DATE OF INFORMATION: 5/74.

SANCHEZ

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 08 MAY 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974TEGUCI01945  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740112-0426  
**From:** TEGUCIGALPA  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1974/newtext/t19740563/aaaacejl.tel  
**Line Count:** 67  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** REQUEST BY FCIA-1555 (11/14/73); A18, 8 (1/8/73); TEG 1840  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** shawdg  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 30 OCT 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <30 OCT 2002 by shawdg>; APPROVED <03 JAN 2003 by shawdg>  
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30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PARTIAL WTDR: LOVABLE DE HONDURAS, S. A.  
**TAGS:** BEXP, HO  
**To:** COM  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005